

Rule 7.5 [1-400] Firm* Names and Trade Names
(Commission's Proposed Rule Adopted on March 31 – April 1, 2016
– Clean Version)

- (a) A lawyer shall not use a firm* name, trade name or other professional designation that violates Rule 7.1.
- (b) A lawyer in private practice shall not use a firm* name, trade name or other professional designation that states or implies a relationship with a government agency or with a public or charitable legal services organization, or otherwise violates Rule 7.1.
- (c) A lawyer shall not state or imply that the lawyer practices in or has a professional relationship with a law firm* or other organization unless that is the fact.

Comment

The term “other professional designation” includes, but is not limited to, logos, letterheads, URLs, and signature blocks.